



Professional Communication

Professional Communication is a growing field that involves a wide range of workplace activities including writing, editing, and presenting. Students in the Professional Communication program develop expertise in emerging technologies and new media as they prepare for careers as specialists in all forms of modern communication.

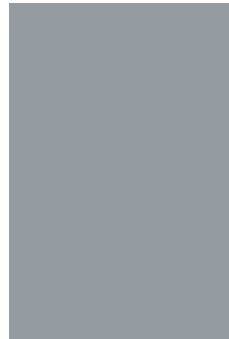
Professional Communication students engage their creativity through the integration of words, images, and sounds - and they do so while acquiring practical skills in a career-oriented educational setting. In our Professional Communication Media Lab, students will engage in team projects to produce corporate brochures, murals, non-profit identity kits, media campaigns for charities, public service announcements, and other types of presentations, working with subject matter experts from across the University and beyond.

Graduates of the program, depending on their areas of focus, will work in a wide variety of organizations as writers, public relations specialists, web site content developers, corporate communication representatives, bloggers, journalists, and editors. Typical workplace challenges for our graduates include writing and editing for print and digital publications, using new media to create effective presentations, and serving on interdisciplinary teams dedicated to client-based projects.

- Professional Communication specialists can expect to find both local and international job opportunities. Emerging technologies and communication practices are creating a growing number of jobs for specialists who can write, edit, manage, produce, and distribute professional communication.
- The Professional Communication degree prepares students for careers as communication specialists in business, government, and the non-profit sector.
- Studying Professional Communication develops writing, researching, and presenting skills that students can apply to graduate training in a variety of fields, including law, public affairs, education, creative writing, and business.

**Power
to Do**

explore





Philadelphia University

School of Liberal Arts

Professional Communication

PROGRAM HIGHLIGHTS

- A dynamic interdisciplinary course sequence explores the intersections of writing, business, and new media.
- A strong emphasis on emerging technologies ensures that students graduate with competitive skills.
- Client-based projects and a solid foundation in human, consumer, and organizational behavior allow students to explore how business, design, and marketing connect to communication practices.
- Internship opportunities and multiple elective courses allow students to gain professional experience before graduation and to customize their major according to career objectives.
- The Professional Communication curriculum promotes innovation, an understanding of rhetorical strategies, and ethical practice.



Office of Admissions
 Philadelphia University
 School House Lane & Henry Avenue
 Philadelphia, PA 19144
215.951.2800
1.800.951.7287
www.PhilaU.edu

Curriculum

First Year		Credits
WRTG-101	Writing Seminar I	3
HIST-11x	Historical Understanding I	3
()	Arts and Cultures	3
()	Science 1	3
()	Math I	3
()	Math II	3
H801	Introduction to Psychology	3
T122	Computer-Aided Design	3
COMM	Intro. to Prof. Comm: Writing Studio	3
COMM	What Is Design	3
PE-()	Physical Education	.5
PE-()	Physical Education	.5

31

Second Year		Credits
()	Science II	3
SOC-2xx	Social Sciences I	3
()	Language or Area Studies	3
WRTG-21x	Writing Seminar II	3
H853	Interpersonal Relations	3
B221	Principles of Marketing	3
B231	Consumer Behavior	3
COMM	Visual Communication	3
COMM	Technologies of Communication	3
COMM	Survey of Research Methods	3

30

Third Year		Credits
()	Language or Area Studies	3
()	Humanities I	3
()	Junior Seminar	3
()	Junior Seminar	3
B123	Principles of Management	3
B240	Marketing Communication	3
COMM	Technical Writing	3
COMM	Research in Emerging Technologies	3
COMM	Writing for the Public	3
()	Free Elective/Internship	3

30

Fourth Year		Credits
COLLST-499	Contemporary Perspectives	4
B160	Organizational Behavior	3
COMM	Multimedia Presentations	3
COMM	Capstone Portfolio	6
COMM	Professional Issues	3
()	Free Elective/Internship	3
()	Free Elective	3
()	Free Elective	3
()	Free Elective	3

31

DEGREE TOTAL 122